

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

RJR Account #647510
Ms. C. Hulett
TRADING PORT

JANUARY CTS: DORAL \$7.50 OFF 15-PACK PURCHASE / PROMOTION #800007

Dear Cathi:

DORAL .50¢ off/pack tear-tape product (6M) has been ordered, along with 16 15-Pack Carton Kits, Item #535805, and P.O.S. Kits, Item #535811 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

PO #010698

DORAL.50¢ Tear Tape BRAND STYLE	UPC Code	#/ (6M) Cases
Light	12300-24864	<u>1</u>
Lt 100	12300-24865	<u>2</u>
Men Lt 100	12300-24868	<u>1</u>
FF	12300-24869	<u>1</u>
FF 100	12300-24866	<u>2</u>
Ult Lt 100	12300-24870	<u>1</u>

Displays (Item #535805)

SKU CUBE:

0.9982

SKU WT (w/o Product):

2.4900 lbs

Retail Sales Offer per Sku:

10 units

Billing per Sku:

10 Savings Cartons

Product / Display Arrival:

January 6, 1998

Ship Date to Retail:

Week of: January 19, 1998

EFT \$ Amount:

\$1,288.34

*Cancelled -
Moved to
Finkle per
Mike
Pinger*

51845 8517